



Wayfinding Signage Project Bid Packet

The City of Hartsville is seeking proposals from qualified firms to plan, design, manufacture and install wayfinding signage in multiple locations throughout Hartsville, including Gateway, Directional and Kiosk signage.

The City underwent a rebranding initiative in November 2015 which included new logos and other design elements, as well as a suggested appearance of wayfinding signage. The wayfinding signage concept renderings created in this process may be found as Fig. 6 on page 10. Much of the materials developed should make use of the Hartsville, South Carolina branding elements, seen in Fig. 7 on page 11.

Bids are being solicited only from responsible and established bidders known to be experienced and regularly engaged in the work of signage system planning, design, fabrication and installation. Satisfactory evidence that the bidder has the necessary capital, equipment and personnel to do the work may be required.

SUBMITTALS OF BIDS must be submitted no later than Thursday, Feb. 11, 2016 at 2 p.m. to the address below. Submittals shall contain three (3) copies of the information requested. Submittals received after the deadline will not be opened. Facsimile or email submittals will not be accepted. All **sealed** submittals should be sent to:

The City of Hartsville, Wayfinding Signage Bid
Attn: Gina Tillier
PO Drawer 2497
Hartsville, SC 29551

This request for qualification does not commit the City of Hartsville to award a contract, to pay any cost incurred in the preparation of qualification statements or to procure or contract for the articles of goods or services. The City of Hartsville reserves the right to accept or reject any or all qualification statements received as a result of this request, to negotiate with any or all qualified Offerors, or to cancel in part or in its entirety this proposal, if it is in the best interest of the City to do so.

Purpose of project

This wayfinding signage program is designed to encourage economic development and opportunity, as well as to enhance the experience of Hartsville's visitors, by welcoming visitors into the community, into the downtown district as well as parks and major points of interest in the city, helping them find parking, destinations, resources and amenities.

The project plan shall include gateway signs, directional signs, wayfinding signs and information kiosks as appropriate. These signs shall focus on bringing travelers in from the highways around Hartsville, directing them to the downtown district and make them aware of Hartsville's cultural and recreational attractions, and assisting them with information which will help make their visit as enjoyable as possible. The completed system should demonstrate to visitors and residents alike that the issues of finding one's way in Hartsville has been thoughtfully considered, and that many destinations in Hartsville exist and should be visited.

The respondent shall perform or provide any and all professional services related to the project and obtain all required permits.

Scope of Services

1. Provide a project timeline for planning, design, fabrication and installation of Gateway and Directional signage as well as map kiosks
2. Provide regular process reports and submission of all graphic design materials as well as signage specifications for review and approval by supervising City of Hartsville staff
3. Ensure conformance of all materials with South Carolina Department of Transportation standards and regulations
4. Provide material samples for fabrication decisions for structural frames, metal panels and vinyl sheet graphics with UV protection, if relevant
5. Provide scaled artwork, dimensions and final text and placement on sign faces for all Gateway and Directional Signs.
6. Coordinate sign foundation locations with City staff to determine dig-safe clearance for base installation
7. Receive and format information for large kiosk panels from City staff, if relevant, to incorporate into map bases as well as final panel designs
8. Provide final graphic design of kiosk panels including locational maps as well as inclusion of interpretive informational text to be provided.
9. Provide final draft mockup panels for all sign faces for City staff approval
10. Provide sample panel to show metal face and vinyl graphic quality
11. Coordinate the manufacture of panels and structures per approved drawings and final panel designs
12. Timely completion of frames, panels and applied vinyl sheet graphics, if relevant

13. Timely and coordinated deployment of the assembled structures and panels to installation sites, including all digging of foundations and anchor bolts as well as installation and mounting of materials coordination with the City's Planning and Public Service departments. The contractor shall employ standard practices in compliance with all applicable requirements regarding excavation, trenching, backfilling, cleaning and leveling. All areas of soil disturbance, cuts and fills shall be properly prepared, and all back fills and imported fills shall be properly installed utilizing approved compaction methods as required.
14. Water/sewer utilities shall be located, marked and capped off if relevant
15. Locating, terminating, removing and protecting utilities, curbs, gutters, sidewalks, streets and roadways shall be the responsibility of the contractor, and any damages to these shall be immediately repaired by the contractor, at the contractor's expense. The contractor shall cap off the existing sewer service at the street right of way.
16. Contactor shall notify utility providers to remove/terminate their respective services in an approved manner if such utilities are on site. (Duke Energy, AT&T, Time Warner Cable, SC Electric & Gas and City of Hartsville Utilities Department)
17. If the proposer feels additional tasks should be added please provide those as additional recommended services.

Elements to be included in plan

The following elements have locations determined by existing signage to be replaced.

Item description	Location	# on map
Gateway sign	Approximately 800 S. Fifth St./U.S. Hwy. 15	1
Gateway sign	Approximately 700 N. Fifth St./U.S. Hwy. 15	2
Gateway sign	Approximately 850 S. Fourth St./S.C. Hwy. 151	3
Gateway sign (note: no existing sign)	Approximately 2400 W. Carolina Ave/ S.C. Hwy. 151	4
Downtown public parking lot sign	Approximately 120 S. Fifth St./U.S. Hwy. 15	5
Downtown public parking lot sign	Approximately 200 S. Fourth St./S.C. Hwy. 151	6
Downtown public parking lot sign	Approximately 120 E. College Ave. (two lots on opposite sides of street)	7, 8
Downtown public parking lot sign	Approximately 120 W. College Ave.	9
Downtown public parking lot sign	Approximately 120 S. Sixth St.	10

Fig. 1 – Existing signage to be replaced



The following are locations which should be considered for highlighting in directional signage.

Downtown Hartsville	Location	# on map
Downtown Hartsville district	Approximately bounded by East and West Carolina Avenue, Fourth Street, Home Avenue and Sixth Street	Shaded in blue
Center Theater	212 N. Fifth St.	1
Hartsville Museum	222 N. Fifth St.	2
Hartsville Memorial Library	147 W. College Ave.	3
Black Creek Arts Center	116 W. College Ave.	4
Burroughs Park	131 Cargill Way	5
Centennial Park	Intersection of Fifth St. and Carolina Ave.	6
The Vista	Railroad Ave. between Coker Ave. and parking lot of Hampton Inn (203 E. Carolina Ave.)	7

Fig. 2 – Downtown Hartsville destinations



Non-downtown parks and recreation	Location	# on map
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Byerly Park Recreation Complex	700 Russell Road (entrances on Russell Rd., 14 th St. and Washington St.)	1
Lawton Park	716 Prestwood Dr.	2
Pride Park	630 S. Sixth St.	3
Kalmia Gardens (not a park of City of Hartsville Parks & Recreation)	1624 W. Carolina Ave.	4
Coker Farms National Historic Landmark (not a park of City of Hartsville Parks & Recreation)	1257 S. Fourth St.	5
Prestwood Lake boat ramp and dock	Sonovista Drive	6

Fig. 3 – Non-downtown parks and recreation locations



Schools	Location	# on map
Coker College	300 E. College Ave.	1
Harris E. and Louise H. DeLoach Center at Coker College	451 W. Carolina Ave.	2
Elizabeth Boatwright Coker Performing Arts Center at Coker College	Campus Dr.	3
S.C. Governor's School for Science and Mathematics	401 Railroad Ave.	4
Hartsville High School	701 Lewellen Dr.	5

Fig. 4 – School locations



Historic Butler District	Location	# on map
Historic Butler District	Approximately bounded by Marlboro Avenue, Eighth Street and its dead-end residential streets, Russell Road and South Fifth Street	shaded in blue
Butler Heritage Foundation Campus	1103 S. Sixth St.	1

Fig. 5 – Historic Butler District locations

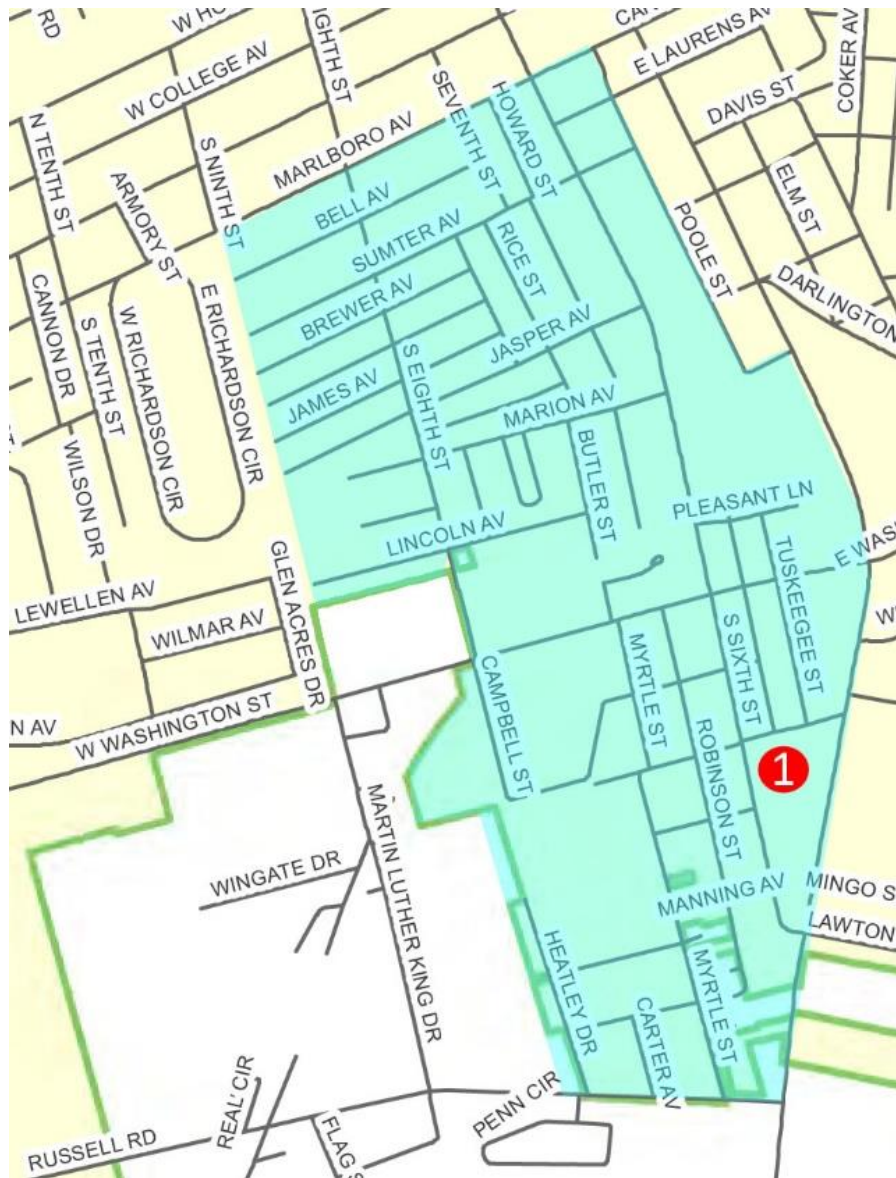


Fig. 6 – Wayfinding signage concepts

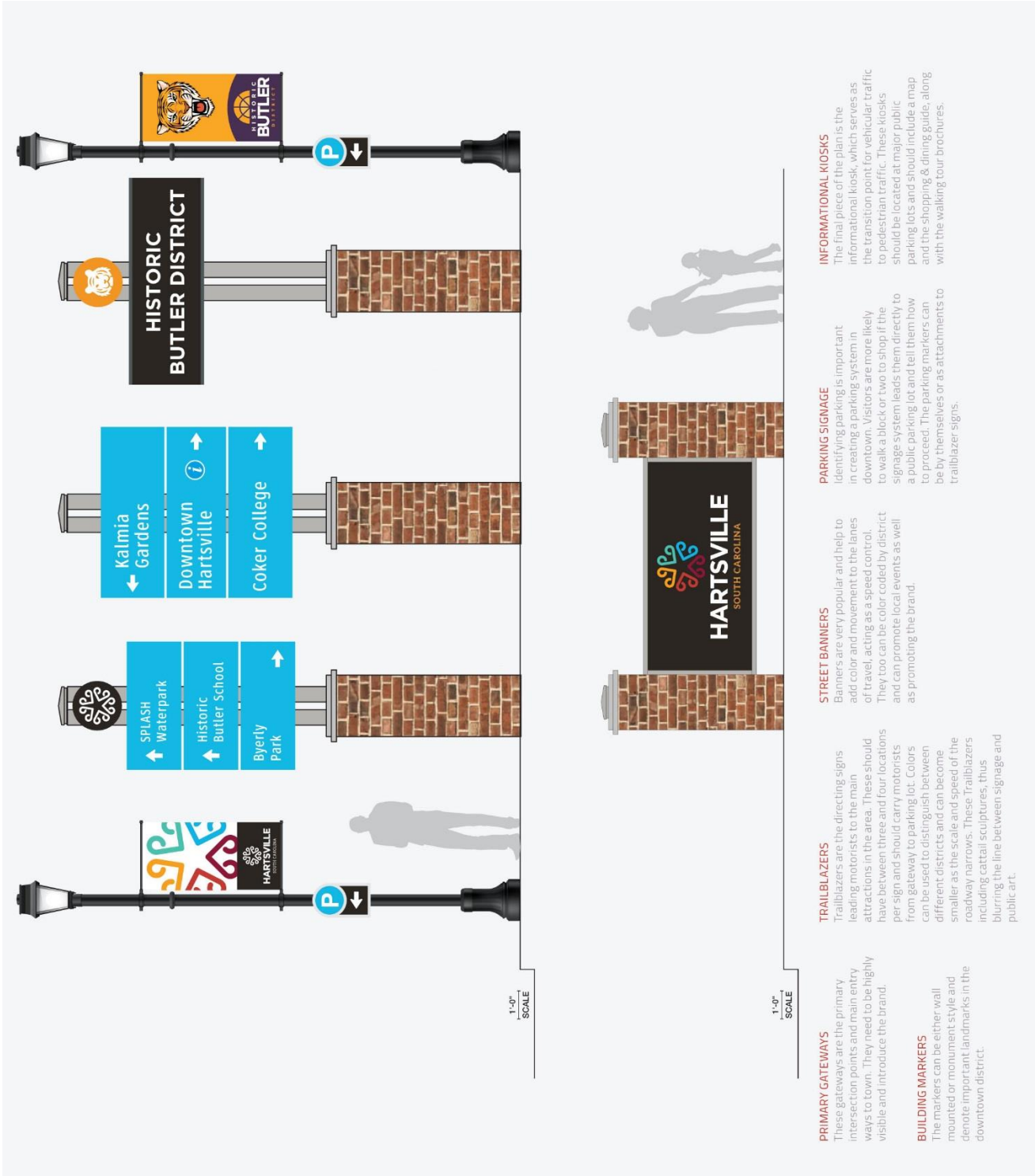


Fig. 7 – Hartsville, South Carolina branding



Fig. 8 – Butler Heritage District branding



Fig. 9 – Hartsville Parks & Recreation branding



Criteria for Bid

Companies are requested to submit three (3) copies of the bid to the City of Hartsville. The bid should include the following specifications/scope of work, taking into consideration but not limited to the following:

1. Estimated costs of project or project phases for all final designs, signage fabrication and installation
2. Experience of the Company and a list of three references
3. Quality of Service
4. Timeliness of Completion of work
5. A City of Hartsville business license will be required (for cost information contact Finance Department at 843.383.3015).
6. Provide certificates of insurance for general liability for \$1,000,000, auto liability for \$1,000,000 and workers compensation with city listed as additional insured.
7. Ability to sign a SC Illegal Immigration Reform Act Affidavit

**THE CITY RESERVES THE RIGHT TO ACCEPT OR REJECT ANY AND ALL BIDS IN
WHOLE OR IN PART.**

www.hartsvillesc.gov